

# TETC

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## 2014

**31st Annual Tennessee Educational Technology Conference**

*April 14-15, 2014 | Music City Center | Nashville, Tennessee*

**Exhibitor Prospectus**

# Sponsorship Opportunities

# TETC

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2014

## PLATINUM SPONSOR -

**\$6,000+ (limit 3)**

- ✓ Name/Logo recognition on 22"x28" signage displayed near area of sponsorship and/or on the conference lanyard or badge holder
- ✓ Verbal recognition during general session
- ✓ Logo recognition on Exhibit Hall entrance display
- ✓ Exhibit space (up to 4 booths) in Exhibit Hall
- ✓ Recognition in the digital presentation running continuously in the registration area, charging stations, and before/after the general session.
- ✓ Opportunity to provide a flyer or small promotional item to be available for pick up at registration desk.\*\*\*
- ✓ Dedicated breakout session room during the conference\*\*
- ✓ Logo on TETC Sponsorship webpage linking to company homepage

## GOLD SPONSOR - \$3,000+

- ✓ Name/Logo recognition on 22"x28" signage displayed near area of sponsorship
- ✓ Logo recognition on Exhibit Hall entrance display
- ✓ Dedicated breakout session room during Day 1 or Day 2 of the conference\*\*
- ✓ Logo on TETC Sponsorship webpage linking to company homepage

## SILVER SPONSOR - \$1,500+

- ✓ Name/Logo recognition on 11"x17" signage displayed near area of sponsorship
- ✓ Name recognition on Exhibit Hall entrance display
- ✓ Logo on TETC Sponsorship webpage linking to company homepage
- ✓ Recognition in the digital presentation running continuously in the registration area, charging station, and before/after the general session.

## BRONZE SPONSOR - \$750+

- ✓ Name/Logo recognition on 11"x17" signage displayed near area of sponsorship
- ✓ Name recognition on Exhibit Hall entrance display
- ✓ Name on TETC Sponsorship webpage linking to company homepage

*\*\*Educational sessions and scheduling are subject to the approval of Conference Management. Presentation proposals must be submitted following all guidelines and deadlines in order to be considered and included in the conference.*

*\*\*\*Subject to approval of Conference Management. Sponsor is responsible for costs associated with production and shipping of item to Conference Management for pick up at registration desk. Flyer may be no larger than standard 8.5"x11".*

## **INCREASE YOUR PRESENCE**

Sponsorship is your chance to gain prime, credible exposure while making a long-term impact among your target audience. Sponsors stand out from other exhibitors and deliver a message of commitment and support to TETC attendees. Your support of Tennessee education through TETC adds incredible value and creates a unique prominence to your company's presence at the conference. Sponsors make a significant impact on technology-based learning opportunities and resources available to schools and districts statewide.

## **ADDITIONAL OPPORTUNITIES**

- In Kind Donations (Hands-on labs, equipment, lanyards)
- Attendee Lunches, Afternoon Refreshments, and Breaks
- Networking Receptions
- Keynote Underwriting
- Have a unique concept? Let us know!

For more information regarding sponsorship opportunities with TETC 2014, please contact:

**TETC** Exhibit Coordinator  
(615) 585-8123 | [TETC.Conference@tn.gov](mailto:TETC.Conference@tn.gov)

## STANDARD PACKAGE \$850

One (1) 10'x10' booth space that includes:

- One 8' skirted table and two chairs
- 8' back drapes and 3' high side-rail drapes in show colors
- One waste basket
- One 7" x 44" booth ID sign
- Dedicated exhibit hall time on both show days
- Four (4) complimentary show badges
- Four (4) lunch tickets for booth staff per show day
- Security during move-in/out and during show hours
- Exhibitor listing in the Conference App (name, booth locations, contact information, and booth description)

## PREFERRED PACKAGE \$1,550

One (1) 10'x20' booth space\* that includes:

- Two 8' skirted table and four chairs
- 8' back drapes and 3' high side-rail drapes in show colors
- Two waste baskets
- One 7" x 44" booth ID sign
- Dedicated exhibit hall time on both show days
- Six (6) complimentary show badges
- Six (6) lunch tickets for booth staff per show day
- Security during move-in/out and during show hours
- Exhibitor listing in the Conference App
- Recognition in the digital presentation running continuously in the registration area, charging station, and before/after the general session.

*\*Additional 10'x10' booth spaces may be added for \$600 each.*

## PREMIUM PACKAGE \$2,900

One (1) 20'x20' Island Booth\* -or- One (1) 10'x40' Linear Booth\*

- Four 8' skirted tables and eight chairs
- 8' back drapes and 3' high side-rail drapes in show colors
- Four waste baskets
- One 7" x 44" booth ID sign
- Dedicated exhibit hall time on both show days
- Eight (8) complimentary show badges
- Eight (8) lunch tickets for booth staff per show day
- Security during move-in/out and during show hours
- Exhibitor listing in the Conference Mobile App
- Company logo on TETC website
- Recognition in the digital presentation running continuously in the registration area, charging station, and before/after the general session.

*\*Additional 10'x10' booth spaces may be added for \$500 each.*

*Special rates are available for qualifying non-profit vendors. Please contact the exhibit coordinator for more information. **Applications received after March 13, 2014 are subject to a \$100 late fee.***

## TENTATIVE EXHIBITOR SCHEDULE

Exhibit	<u>Sunday, April 13, 2014</u>
Hall Setup & Move In:	1:00 p.m. - 7:00 p.m.
Show	<u>Monday, April 14, 2014</u>
Hours:	10:00 a.m. - 5:00 p.m.

*Dedicated times:  
12:00-1:15 p.m.  
3:30 p.m. – 4:00 p.m.*

Tuesday, April 15, 2014  
10:30 a.m. – 1:30 p.m.

*Dedicated time:  
12:00 p.m. - 1:30 p.m.*

Exhibitor	<u>Tuesday, April 15, 2014</u>
Move Out:	After 1:30 p.m.

*Hours listed above are tentative and subject to change. Dismantling must NOT start prior to the designated time on Tuesday, April 15, or vendor may be subject to penalties listed in the Rules & Regulations.*

**Booth items MUST be removed from the floor by 6:00 p.m. on April 15.**

## EXHIBIT SPACE LOCATION

Spaces will be assigned in the order in which the signed Exhibitor Agreement is received. Please indicate several choices on your Exhibitor Agreement Application. Payment is due within thirty (30) days from receipt of Agreement unless otherwise arranged with the exhibit coordinator, or vendor risks forfeiture of space reservation. TETC reserves the right to make any adjustments or modifications necessary.

## **EXHIBIT DIRECTORY**

The TETC Conference App will be available to all conference participants, and will contain the official Exhibitor Directory.

Each listing will contain the Exhibitor's name, address, phone number, website, booth number, and description. Exhibitors should submit their description in twenty-five (25) words or less with their Agreement Application, or forward to the exhibit coordinator no later than March 13, 2014 for inclusion in the conference app. TETC reserves the right to edit and shorten descriptions over the designated limit.

## **EXHIBITING INFORMATION FLOOR SALES**

Exhibitors are permitted to sell items (excluding food and/or beverages) within their booth during show hours. Neither TETC nor MCC are responsible for any losses, liabilities, taxes, licenses, copyrights, or other part of this activity.

## **CANCELLATION**

Cancellations must be submitted to the exhibit coordinator in writing, and are effective upon receipt. Refunds will be made according to the schedule listed in the Rules & Regulations.

## **HOTEL INFORMATION**

The conference headquarters hotel will be the Omni Nashville Hotel. Conference room rates at the Omni Nashville Hotel are \$189/night.

Rooms may be reserved by calling the hotel directly at 1-800-THE-OMNI. Please be sure to identify yourself as a TETC 2014 conference participant when making reservations.

The special TETC room rates are available until March 1, 2014 or until the conference block of rooms is sold out. The Omni Nashville is located on Fifth Avenue between Demonbreun and Korean Veterans Blvd.

## **VENUE INFORMATION**

The trade show will be held in Exhibit Hall A of the Music City Center. Shipping to the Exhibit Hall must be done through the designated General Services Provider, and in accordance with their policies and fees.

The NCC is located at 201 5th Ave S, Nashville, TN 37203. Directions and other information may be found at:

<http://www.nashvillemusiccitycenter.com/directions-map>

## **EXHIBITOR APPOINTED CONTRACTORS (EAC) OR INSTALL/DESIGN COMPANIES**

Exhibitors using booth assembly or dismantle labor other than those provided by the designated conference General Services Provider must notify TETC and the conference service provider no later than March 13, 2014, and supply the necessary certificates of insurance. Exhibitors using EACs are required to provide such contractors all necessary information regarding installation and dismantling, material handling, exhibitor rules and regulations. EACs are required to comply with all TETC and MCC rules and regulations.

## **EXHIBIT SERVICE KIT**

Complete information on ordering communication services, utilities, equipment/furniture rentals, shipping instructions, etc., will be available in Mid March. If you have questions that have not been addressed, please contact the exhibit coordinator. All charges for additional services are the sole responsibility of the exhibitor.

## **PRESENTATION OPPORTUNITIES**

Registered vendors are welcome to submit presentation proposals for concurrent sessions during the conference. Vendors are required to have a school district representative co-present with the vendor, and the presentation should not be a "sales pitch." For more information, visit the TETC website and click "Presenter Information."

## **RULES & REGULATIONS**

Please refer to the last page of the Exhibitor Agreement Application for the rules and regulations governing the TETC trade show.

## **SHOW MANAGEMENT**

The trade show is under the management of the Tennessee Department of Education and the FREEMAN Company, TETC's general services contractor. For questions or more information about the show, you may contact:

**TETC**, Exhibit Coordinator

Phone: (615) 585-8123 | Fax: (615) 532-9412

Email: [TETC.Conference@tn.gov](mailto:TETC.Conference@tn.gov)

## **HOW TO APPLY**

You may reserve a booth by faxing the completed Exhibitor Application & Agreement to (615) 532-9412. Then mail your completed Application with payment in full to:

**TETC** Exhibit Coordinator

TN Department of Education

Andrew Johnson Tower, 11th Floor

710 James Robertson Parkway

Nashville, TN 37243-0376

***Make your reservations now – the TETC 2014 exhibit hall will fill up quickly!***

## **APPLICATION DEADLINE**

All Application Agreements and payments must be received by **March 28, 2014**. Applications will be accepted after that on a space-available case-by-case basis **and will be subject to an additional \$100 fee**. Please call the exhibit coordinator for more information.



## 2014 APPLICATION AND AGREEMENT FOR EXHIBIT SPACE COMPANY INFORMATION

Please complete this information as it should appear in the Conference Program.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

### EXHIBIT RATES

Please select the exhibit package and additional options you would like:

Standard Package:		X	\$850	=	
Preferred Package:		X	\$1550	=	
Premium Package:		X	\$2900	=	
Add'l 10' x 10'(s):		X		=	
Late Fee (After March 3, 2014)		X	\$100	=	
TOTAL AMOUNT DUE:		X		=	

We are interested in becoming a TETC Sponsor! Yes \_\_\_ No \_\_\_

### BOOTH PREFERENCE

Spaces will be assigned in the order in which the signed Exhibitor Agreement is received. Management reserves the right to alter floor plans and/or reassign any exhibit location if it is deemed necessary for the good of the show.

Choice 1: \_\_\_\_\_ Choice 2: \_\_\_\_\_ Choice 3: \_\_\_\_\_

"We prefer to be near..."

"We prefer not to be next to..."

#### Office Use Only:

Date Agreement Rec'd: \_\_\_\_\_

Date Payment Rec'd: \_\_\_\_\_

Booth Number(s) Assigned: \_\_\_\_\_

### CONTACT INFORMATION

Individual to receive all information on exhibit billing, logistics, and operations.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

### EXHIBIT DESCRIPTION

Please attach your Exhibit Description as you would like to appear in the Conference Program. Descriptions should be 25 words or less. TETC reserves the right to edit and shorten descriptions over the designated limit.

### APPLICATION AND PAYMENT SUBMISSION

**TETC Exhibit Coordinator**  
TN Department of Education  
Andrew Johnson Tower, 11<sup>th</sup> Floor  
710 James Robertson Pkwy.  
Nashville, TN 37243-0376  
Phone: (615)-585-8123 Fax: (615) 532-9412

### PAYMENT TERMS

Booth locations may be held with a faxed application until Feb. 28, 2014. Payment is due with 30 days from receipt of the Agreement unless otherwise arranged in writing. **The deadline for PAYMENT IN FULL IS March 28, 2014.** The Exhibit Contact will be sent a receipt as confirmation. We accept check, money order, and credit cards. Please call (615) 532-6243 **after** submitting application to pay by credit card. Make checks payable to: **State of Tennessee.** Any questions may be directed to the show management.

### EXHIBIT AGREEMENT

"I have read and accepted the terms and conditions on all pages of this Agreement and am authorized by my company to submit this application and agreement for exhibit space at the 2014 TETC Conference."

Your Name (print): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted by TETC Exhibit Coordinator: \_\_\_\_\_ Date: \_\_\_\_\_

**31<sup>st</sup> Annual Tennessee Educational Technology  
Conference April 14-16 | Music City Center |  
Nashville, TN**

**APPLICATION FOR SPACE: This application for exhibit space, the formal notice of space assignment by Management and these Rules & Regulations constitute an application for the right to exhibit at the Tennessee Educational Technology Conference.**

**EXHIBITOR also agrees to comply with the regulations of the Music City Center.**

**EXHIBIT LIMITATIONS:** Exhibits may not project beyond the space allotted and aisles must be kept clear for traffic. Exhibits shall not obstruct the view or interfere with traffic to exhibits of others, and must be constructed in compliance with Display Rules & Regulations as developed, including Endcap Restrictions, accepted and endorsed by IAEM, EDPA, ESCA, and IEA (copy provided with EXHIBITOR manual and available again upon request).

**SOUND:** Exposition management (TN DOE) reserves the right to determine at what point sound constitutes interference with others and must be discontinued or modified. Any method to project sound beyond the confines of the exhibit booth is expressly prohibited.

**OFFICIAL DECORATOR:** The Official Decorator, Drayage Contractor and Labor Contractor for this event shall have the exclusive right to supply all equipment, furniture, carpeting and decorating materials, drayage and non-technical man-power, on a rental basis to individual EXHIBITORS.

**BOOTH ASSIGNMENT:** EXHIBITOR shall not reassign, sublease or share assigned exhibit space with any person, firm or other entity without notification to and approval of the Exhibit Coordinator. Exhibit Coordinator reserves the right to alter the location of exhibits as shown on the official floor plan, if it deems advisable and in the best interest of the exhibit. Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business in any form in the exhibition area. Violators of this prohibition will be promptly ejected from the exhibition area.

**RIGHT OF REFUSAL AND/OR CANCELLATION:** TN DOE, Exhibit Coordinator, reserves the right to cancel this agreement whenever it discovers that EXHIBITOR'S product is not as described in this agreement or is incompatible, in the opinion of Exhibit Coordinator, with the purposes of the TETC exhibit. Application for space may also be canceled if the EXHIBITOR'S demeanor is deemed by Exhibit Management as inappropriate or disruptive.

**INSURANCE AND HOLD HARMLESS AGREEMENTS:** General comprehensive, liability and workers compensation insurance must be obtained by EXHIBITORS at their own expense, showing TN DOE and TETC as additional insureds. Proof of insurance must be submitted to TN DOE upon request. The EXHIBITOR will indemnify, defend, and hold harmless TN DOE, TETC and its sponsors, the City, the Facility's owner and management, and their respective owners, directors, officers, employees, agents and representatives, against all claims, actions, demands or liability of whatsoever kind and nature, including but not limited to judgments, interest, reasonable attorneys' fees, expert witness fees, and all other related costs and charges arising out of EXHIBITOR'S activities related to the exhibition or any breach of the EXHIBITOR Rules and Regulations, claims of property or personal injury caused by or attributed in part or in whole to any action or failure to act whether by negligence or otherwise, on the part of the EXHIBITOR or any of its directors, officers, employees, agents, representatives or contractors, excluding liability caused by the sole negligence or willful misconduct of TN DOE and TETC, its sponsors and their respective owners, directors, officers, employees, representatives and agents.

**LIMITATION OF LIABILITY:** EXHIBITOR ASSUMES THE ENTIRE RESPONSIBILITY AND LIABILITY FOR ALL DAMAGES OR LOSSES TO TN DOE AND TETC, THE FACILITY, PERSONS OR PROPERTY THAT OCCUR AS A RESULT OF THE NEGLIGENCE OR ANY ACTIONS OF EXHIBITOR OR ITS OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES, INVITEES AND GUESTS DURING THE ENTIRE EXHIBITION PERIOD.

EXHIBITOR agrees that to the maximum extent permitted by law, TN DOE, TETC, the city, the facility and any of their respective officers, agents, employees or representatives will not be held liable for any loss or damage to any exhibits, or materials, goods or wares (collectively "property") belonging to the exhibitor, and they are released from liability for any damage, loss or injury to person or property of the exhibitor or its officers, employees, agents, representatives, invitees and guests, resulting from fire, storms,

water, acts of God, air conditioning or heating failure, theft, mysterious disappearance, bomb threats or any other causes.

**ATTORNEY FEES AND COSTS:** Should any litigation arise out of this agreement, EXHIBITOR shall pay all costs and reasonable attorney's fees incurred by TN DOE, Exhibit Coordinator, and/or the sponsoring organization, if TDOE and/or the co-sponsoring associations are the prevailing parties. This provision shall extend to the costs and attorneys' fees incurred at both the trial and appellate level.

**TAXES AND LICENSES:** EXHIBITOR shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the TETC Exhibit. EXHIBITOR shall be responsible for obtaining tax identification numbers & paying all taxes, license fees or other charges that shall be due to any governmental authority in connection with their activity at the Exposition.

**FIRE, SAFETY AND HEALTH:** EXHIBITOR agrees to accept full responsibility for compliance with city, county, state and federal Fire, Safety and Health Ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accidents to spectators. EXHIBITOR hereby represents and warrants to TN DOE and TETC, that EXHIBITOR has taken all steps reasonably necessary in its judgment to ensure the sound engineering and structural integrity of its exhibit design and the proper construction and safety of the exhibit itself, as erected.

**DEFAULT BY EXHIBITOR:** EXHIBITOR shall be in default if it fails to pay at pre-identified dates the required sums under this agreement or breaches any of the provisions of this agreement.

**UNOCCUPIED SPACE:** Exhibit Management reserves the right, should any rented space remain unoccupied 2 hours prior to the published set-up day/hours, or should any space be forfeited due to failure to make payment in full, to sell paid or unpaid space to another EXHIBITOR or use space for such purpose as it may see fit without liability on its part. This clause shall not be construed as affecting the obligation of the EXHIBITOR to pay the full amount specified in the space rental agreement. Failure to make payment of the full amount specified in the Application for Exhibit Space by the cut-off date constitutes cancellation by the EXHIBITOR.

**EARLY TEAR-DOWN OR DISMANTLING:** Early tear-down or dismantling of booths by EXHIBITORS is strictly prohibited. Early Tear-Down or dismantling disrupts the integrity of the show, and endangers attendees still in the exhibit hall. By signing this agreement EXHIBITORS agree to remain on the exhibit hall floor with their booths fully in place until the official close of the exhibit, as published in their EXHIBITOR manual. Any EXHIBITORS dismantling their booths prior to the scheduled time **will be penalized a \$250 fine**. This fine must be paid before the EXHIBITOR may apply to exhibit at future shows. **CANCELLATIONS AND REFUNDS:** In the event of cancellation by the EXHIBITOR, the following schedule of refunds will be followed: (1) 50% refund of the total amount paid if written cancellation is received by **March 28, 2014 and space is resold prior to show dates**. (2) No refunds will be given after March 28, 2014. (3) If canceled at the discretion of the Exhibit Coordinator, the amount of refund (if any) will be determined by the Exhibit Coordinator at the time of cancellation. **There will be no refunds for "No-Shows"**.

**EXCUSED NON PERFORMANCE/FORCE**

**MAJEURE:** If for any reason beyond the reasonable control of TN DOE or TETC, including but not limited to acts of God, war, strikes, labor disputes, accidents, government requisitions, governmental restrictions or regulations on travel (including travel advisory warnings), facility availability, commodities or supplies, inability to secure sufficient labor, civil disturbance, terrorism or threats of terrorism as substantiated by governmental warnings or advisory notices, curtailment of transportation, disaster, fire, earthquakes, hurricanes, extreme inclement weather, epidemic, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts (in the city where the facility is located), or any other comparable conditions, TN DOE or TETC is unable to fulfill its obligations under this Agreement, the Parties may terminate this Agreement without liability, and TN DOE or TETC may retain the earned portion of the Exhibit Fee required to recompense it for expenses incurred up to the time of terminating the event. Any remaining unearned Exhibit Fee will be returned to the EXHIBITOR. Additionally, if any part of the Facility is damaged or if circumstances beyond TN DOE or TETC's reasonable control make it impossible or impractical for TN DOE or TETC to permit EXHIBITOR to occupy or continue to occupy the assigned Exhibit space location during any part of or the entire exhibition, EXHIBITOR will only be charged a pro rata Exhibit Space Rental Fee for the period that the Exhibit space was or could have been occupied by EXHIBITOR. Furthermore, in no



event will TN DOE or TETC, the City, the Facility, or their respective owners, directors, officers, employees, agents and representatives be liable for any consequential, indirect, special or incidental damages of any nature or for any reason whatsoever.

AUTHORITY TO SIGN: EXHIBITOR agrees that they have the requisite authority to enter into this Agreement and bind the company or party for whom they sign, and to abide and be bound by all of the terms, conditions, Rules and Regulations stated under this Agreement, exhibitors' manual, any schedules, or amendments to the same, all of which are integral to and incorporated by reference into this Agreement. All points not covered are subject to the decision of the Exhibit Coordinator. Further, EXHIBITOR agrees that TN DOE will have full power in a matter of interpretation, amendment and enforcement of all EXHIBITOR Rules & Regulations. In all instances, TN DOE's rulings will be final. All rights and privileges granted to EXHIBITOR under this Agreement and any subsequent amendments are subject to and subordinate to the master lease between TN DOE, TETC and the Facility.